

REMARKS

I. Summary of Office Action

Claims 1-66 are pending in this application.

Claims 1-66 were finally rejected under 35 U.S.C. § 103(a) as being unpatentable over Schein et al. U.S. Patent No. 6,388,714 and Stautner et al. U.S. Patent No. 6,172,677.

II. Summary of Applicants' Reply

Applicant amended claims 1-4, 11, 12, 21-37, 44, 45, 51, 64-66 to more particularly define the invention. No new matter has been added by the amendments.

Applicant is hereby submitting a Request for Continued Examination under 37 C.F.R. § 1.114. Accordingly, the finality of the rejections should be withdrawn and this amendment should be entered.

Applicant respectfully traverses the rejection.

III. Summary of Telephonic Interview

The Examiner, the Examiner's supervisor, and the undersigned conducted a telephonic interview on February 8, 2005. The undersigned wishes to thank the Examiner and his supervisor for the courtesies extended during the interview.

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Details of the interview will appear in the discussion below where appropriate.

Proposed Claim Amendments

An agreement was reached that applicant would prepare amendments, such as those amendments provided in this paper, to overcome the prior art of record. The undersigned and the Examiner and his supervisor discussed amendments similar to those shown in this paper and it was tentatively agreed that such amendments were patentable over the prior art of record, pending subsequent review and reconsideration.

III. Amendment to the Claims

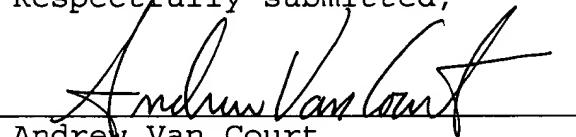
Applicant has amended independent claims 1 and 34 to more particularly define the invention. In particular, claims 1 and 34 have been amended to specify that the title or name of at least one of the plurality of television programs is graphically branded to emulate the title or name of the television program as it appears in a broadcast.

Applicant respectfully requests that the Examiner consider amended independent claims 1 and 34.

VI. Conclusion

The foregoing demonstrates that claims 1-66 are allowable. This application is therefore in condition for allowance. Reconsideration and allowance are accordingly respectfully requested.

Respectfully submitted,


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